

being packed together. Please note that in practice a certain amount of space will be required to take out a product from the product holder, which will not be available in the longitudinal direction in the products are closely packed together. However, by turning the product holder carrying the product, the latter may be taken out in the transverse direction.

It is noted that Neil, U.S. Patent 5,960,967, does not disclose a telescopic system but a fixed slotted rail instead in which product holders are slidably received. Because of the absence of a telescopic action, the length of this system cannot be adapted to the amount of products to be stored. The packing density is therefore limited to the number of product holders divided by the fixed length of the system. According to the invention of the packing density may be adjusted as needed. Based on the rectangular cross section of the base portion (15) of the product holders of Neil, they are not likely to be rotatable. The invention on the other hand requires rotational freedom of the product holders in order to be capable to readily access the products also in case of a very dense packing.

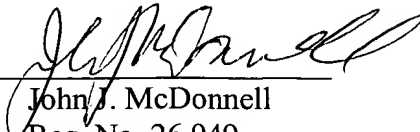
The Kohout reference, U.S. Patent 1,132,190, on the other hand discloses a telescopic system but uses product holders which are fixed, i.e., not slidable, in the system. As a consequence no more products may be accommodated by sliding out the telescopic rails. The only purpose of the telescopic system is to access the products (garments) in an easier way by pulling the telescopic part with the product holders out of a closet in which the system is mounted. The packing density of this system is however fixed, while the invention allows the adjustment of the packing density to the actual need and size of the products.

It should be noted that slidable product holders together with a telescopic system impose an additional problem in that the product holders should be capable of freely sliding over the (telescopic) transition from one profile part to the next. It is not at all obvious that this will be practically possible and hence the invention is by no means deemed obvious in view of the above disclosures which not only do not address this issue but moreover even do

not share it. Thus, the references alone or in combination do not teach or suggest the claimed invention.

Allowance of claims 1-6 and passage of the case to issue are solicited.

Respectfully submitted,

By: 
John J. McDonnell
Reg. No. 26,949

McDonnell Boehnen
Hulbert & Berghoff
300 S. Wacker Dr.
Chicago, IL 60606
(312) 913 0001
(312) 913 0002